

REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. Applicant has amended Claims 1, 8, 9, 16, 17 and 24. Applicant respectfully submits that no new matter has been added. Thus, Claims 1, 2, 5-10, 13-18, 21-24, 28-30, 34-42 and 46-51 remain pending. This application has been carefully reviewed in light of the Official Action mailed January 19, 2011. Applicant respectfully requests reconsideration and favorable action in this case.

Rejections under 35 U.S.C. §§ 102

Claims 1, 2, 5-10, 13-18, 21-24, 28-30, 34-42 and 46-51 are rejected under 35 U.S.C. §102(a) as being unpatentable over *A Multimedia Authoring-in-the-Large Environment to Support Complex Product Documentation* ("Hsu"). Applicant respectfully traverses this rejection.

Claim 1, as amended, recites:

A method performed by a computer system, comprising:

storing an electronic version of a paper, the electronic version being displayable on a display device as a likeness of the paper, the likeness preserving the appearance of a printed version of a the paper;

at a first location within the electronic version, detecting a reference to a second location, wherein the second location is external to the likeness of the paper, and wherein the detected reference at the first location is associated with a portion displayed in the likeness, and wherein the detected reference at the first location is other than alphanumeric characters of the associated portion of the likeness; and

in response to the detected reference at the first location, embedding a hyperlink within the associated portion displayed in the likeness, wherein the displayed portion of the likeness is highlighted to identify the displayed portion to the user as being associated with the second location, the hyperlink is selectable by a user in association with the displayed portion of the likeness to cause retrieval of content from the second location and the displaying of content retrieved from the second location on the display device in association with the portion of the likeness.

Applicant respectfully submits that Hsu does not disclose all the limitations of Claim 1, including those which recite storing an electronic version of a paper, the electronic version being displayable on a display device as a likeness of the paper, the likeness preserving the appearance of a printed version of a the paper; and in response to a detected reference at a first location, embedding a hyperlink within the associated portion displayed in the likeness, wherein the displayed portion of the likeness is highlighted to identify the displayed portion to the user as being associated with the second location, the hyperlink is selectable by a user in

association with the displayed portion of the likeness to cause retrieval of content from the second location and the displaying of content retrieved from the second location on the display device in association with the portion of the likeness.

Accordingly, withdrawal of this rejection of Claim 1 is respectfully requested. For similar reasons, withdrawal of the rejection of Claims 2, 5-10, 13-18, 21-24, 28-30, 34-42 and 46-51 is also respectfully requested.

Conclusion

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include an acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of Claims 1, 2, 5-10, 13-18, 21-24, 28-30, 34-42 and 46-51. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

An extension of 1 month is requested and a Notification of Extension of Time Under 37 C.F.R. § 1.136 with the appropriate fee is enclosed herewith.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

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